

Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

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Abstract: In Chengdu, the problem of aging has become increasingly diverse and severe; implementing a successful aging strategy would be a significant change and attempt in serving the elderly population. The elderly are the objects of care and care and the participants and creators of social development. Therefore, it is imperative to reform the health care model for the aging group. To solve the problem of aging health and its respective services, more community health services should be considered for the retirees who made considerable contributions to society in the past. The purpose of this study was to explore the difference and significance of the usage intention in the silver-age group, examine the influencing factors of service satisfaction, perceived usefulness, and trust of service by the elderly, and provide suggestions for improving the efficiency and practical value of community-based care to the Chengdu elderly.

Keywords: Silver-Age Group; Usage Intention; Community Health Care Service

1. Introduction

As the proportion of people over 60 years old in Sichuan continues to increase, the number of older adults who need health and social care rises year by year. Considering the imbalance between nursing demand and supply, community nursing has been promoted and has become an increasingly important nursing provision in many societies. Due to different welfare systems, economies, and cultures, the concept of community-based care may be different in various ways. Due to the innate characteristics of remoteness, high aging rate, and low-income groups, the demand for community care services in the affordable housing community is increasing. The supply of these services is seriously insufficient (Zhang: et al. 2016)^[1]. Therefore, issues such as the single supply of elderly care services, the inefficient allocation of elderly care resources, the mismatch of service demands, and the low satisfaction with elderly care services have been raised. Due to the innate characteristics of the remote location, high aging rate, and low-income population aggregation, the demand for community-based care services in the community is increasing rapidly while the supply of community health care services is seriously inadequate

2. Theoretical Basis

2.1 Current elderly market in China

Entering the 21st century, with the continuous improvement of the market economic system, social welfare undertakings have also achieved considerable development. China has promoted the socialization policy of social welfare, and the original old-age care service model is trying to survive in the constant change. Elderly care services can be divided into home care, institutional care, and community care. Considering the current situation in China, the home-based pension model may become the mainstream trend in the future, and community pensions and institutional pensions will become essential supplements.

2.2 Chengdu promoting elderly care services

In 2021, the number of profoundly aging cities in Sichuan had reached 17, ranking first among all provinces in the country. With the rapid economic development of Chengdu, the capital of Sichuan Province, many people have also flowed into Chengdu. In response to the trend of aging in Chengdu, the Chengdu government departments at all levels continue to promote the construction of a community-embedded elderly care service network of "one hospital, one center, and multiple sites."

3. Understanding the Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

3.1 Service satisfaction

Song; & Shi (2013)^[2] analyzed the global aging population, especially China. It is crucial to understand the needs of the elderly in different types of communities and their determinants for community elderly care services to provide new insights for the development of community elderly care services. Clarify the service needs of different elders and improve the efficiency of community care providers. Achieving service satisfaction is the key to raising the image of elders and their families as being more satisfied with the

overall service.

3.2 Perceived usefulness

The introduction of community-based care services should provide the context for our analysis. Community-based care is widely believed to encompass a variety of social and health services. Still, the ambiguity arises from developing such services to suit specific national and cultural conditions. Community elderly care services can be divided into four categories (assisted living services, medical services, cultural and recreational services, and psychological and legal services). Each of these services includes a different type of service Wang: et al. (2019) [3].

3.3 Trust of service

Xu; & Du. (2018) [4] introduced the increased demand for care and a reduced workforce pressure on the quality and continuity of long-term aged care. The need to attract and retain a stable workforce is increasingly recognized. This study reports on a transformative initiative to improve the quality of nursing home care and working life. Research focuses on understanding the processes of workforce change and development by retrospectively exploring the experiences of nursing professionals.

3.4 The importance of trust in-home care

Trust between the care recipient's family and their home care agency is equally important. Often, family members are the ones who arrange care and supervise the well-being of their loved ones. A working relationship must exist between the family and the agency in these cases. Again, this relationship needs to be built on trust. Again, it needs to include back-and-forth communication. The importance of trust to the relationship between a home care agency and its clients cannot be easily overstated. Given the nature of home care, care can be very uncomfortable if trust does not exist (Brucker: et al. 2019) [5].

4. The Conceptual Framework for the Research Study

First Theoretical significance: Community health cares are an essential service in achieving goals in helping the elderly group to have better care within the society, together with increased support from family, friends, volunteers, and government. Community health care is seen as an emerging field at the intersection of medical care, public health, and business. It refers to health services and information delivered or enhanced through local support and related establishment.

Second Practical significance: First, combining previous studies, define the concept and characteristics of elderly attitude and perception, and find a theoretical model suitable for this research. Second, by constructing an empirical research model of the elderly intention of using community health care services, its significance is that reliable data can be used to show the differences in perceptions of expectation for service, usefulness, and trust. Third, based on the quantitative research results, specific reference opinions would be proposed for the need for policy in ensuring the right services and values that can improve quality and efficiency in promoting the intention to use by elderly group in Chengdu areas (Du; & Geng. 2019) [6].

5. The Countermeasures for the Silver-Age Group's Usage Intention in Using the Service of Chengdu Community Health Care Service

5.1 Silver-age group

The silver-age group refers to ages nearing or surpassing the life expectancy of human beings and is thus the end of the human life cycle. Usually, this age group is defined as older than 60 years old with expectations of high health care spending.

5.2 Perceived usefulness

Perceived usefulness is defined as users' subjective perception that using certain technologies can improve their work performance.

6. Conclusion

Based on these empirical results, several policy implications can be obtained by promoting better coordination of services. First, more attention and resources should be given to older adults in AHC. It is necessary to increase subsidies to social organizations in nursing homes to ensure that as many elderly care services as possible are provided in these communities. The second is to introduce a market mechanism in CHC, improve the community elderly care service system, and make up for the lack of elderly care services caused by government intervention, which is a practical way. Third, a comprehensive information platform is recommended to collect data related to the needs of specific elderly subgroups. By considering the individual characteristics of the elderly, the elderly and their relatives can choose customized services. In addition, financial support for low-income seniors can increase their purchasing power for aged care services. Finally, publicize the community care system and the concept of "respecting and loving the elderly" and encourage all social forces (such as friends, volunteers, neighbors, social institutions, etc.) to provide community care services.

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